

**AMENDMENTS TO THE CLAIMS**

1. - 19. (Canceled)

20. (Currently Amended) An information service system comprising:

a service processing center for receiving marketing information via a network;

a first information supply terminal connected to the network and configured to identify at least one individual person and to automatically output marketing information for the individual person to the service processing center, the information supply terminal comprising:

an information managing portion comprising:

an individual audience result information portion configured to generate individual audience result information based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time; [[and]]

a media program category storage portion having media programs classified into categories in advance for generating the individual interest information; and

an individual interest information portion configured to automatically generate individual interest information comprising at least one program category based on the individual audience result

information of the classified categories stored in the media program category storage portion; and

a signal conversion portion for converting the individual interest information into a video signal representing the individual interest information which can be displayed on a monitor of a media program receiver by which the individual person can watch a desired media program voluntarily when the individual person selects a channel, thereby to display the individual interest information on the monitor; and

a computer-readable storage medium configured to store a file, wherein the file stores the individual audience result information,

wherein at least one point is awarded to the individual person when the individual audience result information is stored in the file,

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance,

wherein individual persons watch media programs by media program receivers, and the individual interest information is converted by a signal

conversion means into a signal which can be displayed on a monitor of the media program receiver,

wherein the individual interest information is used as marketing information representing a category in which each of the individual persons is interested, and generating individual interest information further comprises representing a category of programs watched by each of the individual persons,

wherein the individual interest information is used as marketing information in order to offer service beneficial to each of the individual persons,

wherein the categories are classified into a television program category table,

wherein the individual audience result information portion adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

wherein the information supply terminal retrieves the media program category storage portion based on the media program associated with the information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

21. (Currently Amended) An information service system comprising:

at least one information supply terminal connected to a network and configured to identify at least one individual person and to automatically output marketing information for the individual person;

a service processing center configured to receive the marketing information from the at least one information supply terminal via a network, the service processing center comprising:

a computer-readable storage medium configured to store a file, wherein the file stores individual audience result information,

an information managing portion comprising:

an individual audience result information portion configured to receive the individual audience result information generated based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time; [[and]]

a media program category storage portion having media programs classified into categories in advance for generating the individual interest information; and

an individual interest information portion configured to receive automatically generated individual interest information comprising at least one program category based on the individual audience result information,

wherein at least one point is awarded to the individual person when the individual audience result information is stored in the file, [[and]]

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance,

wherein individual persons watch media programs by media program receivers and the individual interest information is converted by a signal conversion means into a signal which can be displayed on a monitor of the media program receiver,

wherein the individual audience result information portion adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

wherein at least one information supply terminal retrieves the media program category storage portion based on the media program associated with the information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

22. (Currently Amended) An information service system in which marketing information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, comprising:

an interest information generating means comprising:

means for receiving individual audience result information generated based on a media program/programs watched by the individual person when a program is kept on for at least a predetermined time;

a media program category storage means having media programs classified into categories in advance for generating the individual interest information; and

means for receiving automatically generated individual interest information comprising at least one program category based on the individual audience result information,

a file managing means for managing a file of at least said individual interest information; [[and]]

a first point-awarding means for awarding at least one point to the individual person when the individual audience result information is stored in the file,

a personal data input means for inputting, as personal data, information about a media program/programs watched by each of said individual persons, and

a second point-awarding means for awarding a predetermined point/points to said individual person correspondingly to contents of said inputted personal data,

an audience result information aggregating means for aggregating said inputted individual audience result information,

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance,

wherein said system has a configuration so that said individual interest information is generated on the basis of said individual audience result information by searching a media program category storage means in which a category of each media program is stored in association with said media program,

wherein individual persons watch media programs by media program receivers, and the individual interest information is converted by a signal conversion means into a signal which can be displayed on a monitor of the media program receiver,

wherein the interest information generating means adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

further comprising at least one information supply terminal that retrieves the media program category storage means based on the media program associated with the information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

23. - 30. (Canceled)

31. (Currently Amended) An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification device for identifying an individual person;

a channel selection information input device for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an information generator for:

generating individual audience result information on the basis of an individual identification result and said channel selection information;

classifying media programs into categories in advance for generating [[the]] individual interest information; and

automatically generating individual interest information on the basis of said individual audience result information; and

a transmitter for transmitting at least one of said individual audience result information or said individual interest information to said information service system,

a signal conversion means which converts the individual interest information into a signal which can be displayed on a monitor of the media program receiver

wherein the information generator is configured to generate individual audience result information based on the identity of the individual person and a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time,

wherein the information supply terminal retrieves the media program category storage portion having media programs classified into categories in advance for automatically generating the individual interest information comprising at least one program category based on the individual audience result information,

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance

wherein the information supply terminal adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

wherein the information supply terminal retrieves the media program category storage means based on the media program associated with the information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

32. (Currently Amended) An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification means for identifying an individual person;

a channel selection information input means for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an audience result information generating means for generating individual audience result information on the basis of an individual identification result and said channel selection information;

an interest information generating means for automatically generating individual interest information comprising at least one program category based on the individual audience result information;

a media program category storage means having media programs classified into categories in advance for generating the individual interest information; and

an information transmission means for transmitting at least one of said individual audience result information or said individual interest information to said information service system,

wherein the information generator is configured to generate individual audience result information based the identity of the individual person and on a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time,

wherein the information supply terminal retrieves the media program category storage having media programs classified into categories in advance for

automatically generating the individual interest information comprising at least one program category based on the individual audience result information,

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance

wherein said information supply terminal has a configuration so that said interest information generating means generates said individual interest information, on the basis of said individual audience result information, by searching a media program category storage means in which a category of said media program is stored in association with said media program,

wherein the information supply terminal retrieves the media program category storage portion and adds a numerical value to a hit category of the individual interest information,

wherein the information supply terminal adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

wherein the information supply terminal retrieves the media program category storage means based on the media program associated with the

information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

33. – 41. (Canceled)

42. (Currently Amended) A program for use in an information supply terminal, the terminal comprising:

a computer, in order to make the information supply terminal capable of being used in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs, and points are awarded to said individual persons in accordance with the collected information, said computer configured to:

identify an individual person;

inputs channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily if said individual person selects a channel;

generates individual audience result information based on the identity of the individual person and a media program/programs watched by the individual person when a channel is kept on for at least a predetermined time;

classifies media programs classified into categories in advance with a media program category storage portion for generating the individual interest information;

automatically generates individual interest information comprising at least one program category based on the individual audience result information; and

transmits at least one of said individual audience result information and said individual interest information to an information collecting server provided in said information service system,

wherein the information supply terminal retrieves the media program category storage portion having media programs classified into categories in advance for automatically generating the individual interest information comprising at least one program category based on the individual audience result information,

wherein the marketing information comprises the individual interest information, [[and]]

wherein the individual interest information of an individual person is generated based on individual audience result information of the individual person with reference to a media program category storage portion classified into categories in advance.

wherein the information supply terminal adds, to the individual audience result information, information representing that a media program was watched by the individual person, and

wherein the information supply terminal retrieves the media program category storage means based on the media program associated with the information representing that the media program was watched by the individual person thereby to add a numerical value to a hit category of the individual information.

43. - 58. (Canceled)

59. (New) The information service system according to claim 20, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and the information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.

60. (New) The information service system according to claim 21, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and the information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.

61. (New) The information service system according to claim 22, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and at

least one information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.

62. (New) The information supply terminal according to claim 31, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and the information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.

63. (New) The information supply terminal according to claim 32, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and the information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.

64. (New) The program according to claim 42, wherein the individual audience result information includes information representing a time or time period during which the media program was watched by the individual person, and the information supply terminal adds the numerical value corresponding to the watched time or time period to the hit category of the individual information.